R E M A R K S

Applicant submits new claim 28. Claims 1-28 are now pending in the application.

Claims 17-27 have been withdrawn from consideration. Applicants amend claims 1, 5, and

15 for minor corrections and clarifications, and submit claim 28 to round out the scope of the

claimed invention. Applicant refers to page 28, lines 4-5 of the specification for an

exemplary embodiment of and support for the claimed invention. No new matter has been

added.

Applicant respectfully requests that the Examiner indicate acceptance of the drawings

and clearly initial all of the listed references—in particular, the bottom-listed reference—in

the filed IDS.

Claims 1-16 stand rejected under 35 U.S.C. § 112, second paragraph, as being

indefinite for failing to particularly point out and distinctly claim the subject matter of the

invention.

Applicant amends claims 1, 5, and 15 to remove and clarify the objected-to language

and alleged inconsistencies, and respectfully requests that the Examiner withdraw the § 112,

¶ 2 rejection.

Claims 1-16 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S.

Patent No. 5,855,007 to <u>Jovicic et al.</u> in view of U.S. Patent No. 6,076,069 to <u>Laor</u>.

Applicant respectfully traverses the rejection.

The Examiner acknowledged that <u>Jovicic et al.</u> do not disclose the claimed owner

identification information features of the invention, and relied upon description in <u>Laor</u> of a

"single server" for both coupon issuance and redemption, as alleged disclosure of these

features. Applicant respectfully points out to the Examiner that cited portion of <u>Laor</u>—

namely, col. 4, line 50 to col. 5, line 5 thereof—only includes description of a server <u>issuing</u> a

coupon that is saved on a client system, and later <u>authenticating and redeeming</u> the coupon.

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Although such portion of <u>Laor</u> includes description of the server "transferring" coupon

information, such "transferring" only relates to the server transferring the coupon information

"<u>to an Authenication Server which could authenticate or validate the electronic coupon and</u>

<u>authorize the transaction.</u>" Col. 4, line 67 to col. 5, line 2 of <u>Laor</u>. Therefore, such portion of

<u>Laor</u> does not include any disclosure or suggestion of the client system *<u>transferring</u>* the

coupon itself to any transferee apparatus or the server managing any such *<u>transfers</u>*.

As such, <u>Laor</u>—and, correspondingly, the proposed combination of <u>Laor</u> and <u>Jovicic</u>

<u>et al.</u>—does not disclose or suggest the claimed features of a coupon issuance/management

server recording owner identification information of an electronic coupon as coupon

management information in a <u>transfer management</u> memory, and *<u>changing</u>* the owner

<u>identification information in the transfer management memory</u> *<u>according to a transferee</u>*

<u>apparatus</u> of said electronic coupon.

In other words, even assuming, <u>arguendo</u>, that it would have been obvious to one

skilled in the art at the time the claimed invention was made to combine <u>Laor</u> and <u>Jovicic et</u>

<u>al.</u>, such a combination would still have failed to disclose or suggest,

> "[a]n electronic transaction method using an electronic
> coupon in an electronic transaction system comprising an
> electronic shop server opening an electronic shop site on
> Internet to operate and manage said electronic shop site, a
> coupon issuance/management server issuing and managing an
> electronic coupon having pecuniary value information usable
> in a settlement of an electronic transaction for said electronic
> shop site, and an information terminal being able to access to
> said electronic shop to carry out an electronic transaction, said
> electronic transaction method comprising:
> requesting said coupon issuance/management server to
> issue said electronic coupon from said information terminal;
> issuing, by said coupon issuance/management server,
> said electronic coupon having said pecuniary value information
> and owner identification information based on information
> characteristic of said information terminal to said information
> terminal;
> <u>recording, by said coupon issuance/management server,</u>
> <u>said owner identification information of said electronic coupon</u>

as coupon management information in a transfer management
memory of said coupon issuance/management server and
managing said owner identification information by said coupon
issuance/management server; and
    changing, by said coupon issuance/management server,
said owner identification information in said transfer
management memory *according to a transferee apparatus of
said electronic coupon*," as recited in claim 1. (Emphasis
added)

Accordingly, Applicant respectfully submits that claim 1, together with claims 2-16

and 28 dependent therefrom, is patentable over Laor and Jovicic et al., separately and in

combination, for at least the foregoing reasons.

In view of the remarks set forth above, this application is in condition for allowance

which action is respectfully requested. However, if for any reason the Examiner should

consider this application not to be in condition for allowance, the Examiner is respectfully

requested to telephone the undersigned attorney at the number listed below prior to issuing a

further Action.

Any fee due with this paper may be charged to Deposit Account No. 50-1290.

Respectfully submitted,

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